



**Growth** *is our language*



★  
**Impacto**   
Marketing Agency



With over 20 years of experience in the pharmaceutical industry, **Impacto** is your one-stop shop for comprehensive and results-driven marketing solutions. Our team of seasoned professionals combines deep pharmaceutical sales and marketing expertise with a broad range of services to empower your brand's success.

**We go beyond traditional marketing, offering a comprehensive suite of solutions including:**

**Strategic Marketing & Brand Development:** We craft targeted campaigns and messaging that resonate with healthcare professionals and patients.

**Event Management & Experiential Marketing:** We create impactful events and experiences to connect with your target audience.

**Digital Marketing & Lead Generation:** We leverage the power of digital channels to drive brand awareness, product adoption, and qualified leads.

**Product Development & Software Development Support:** We understand the unique needs of the pharmaceutical industry and can support your product development efforts or create custom software solutions to streamline your processes (Websites, Apps, etc.).

**Advertising & Brand Awareness Campaigns:** We develop and execute targeted advertising campaigns across various channels (Billboards, TV, etc.) to amplify your brand message and reach your target audience effectively.

By partnering with Us, you gain a team with a proven track record and the versatility to handle all your marketing needs. We are passionate about helping brands navigate the complexities of the industry and achieve their growth goals.





# Impacto

## **Event management**

Event management services encompass a wide range of tasks that ensure a successful and well-executed event, from conception to completion. Here's a breakdown of the typical services offered by us:

### **Pre-Event Planning:**

- ★ **Event Conceptualization & Strategy:** Helping you define your event goals, target audience, and overall theme.
- ★ **Venue Sourcing & Booking:** Finding the perfect location that fits your event size, budget, and logistical needs.
- ★ **Budget Development & Management:** Creating a realistic budget and managing all expenditures throughout the planning process.
- ★ **Vendor Selection & Management:** Sourcing and contracting vendors for catering, equipment rentals, entertainment, security, etc.
- ★ **Marketing & Promotion:** Developing a marketing strategy to promote your event and attract attendees.
- ★ **Permits & Licenses:** Obtaining any necessary permits or licenses required for your event.
- ★ **Speaker & Talent Management:** If your event involves speakers or performers, securing their participation and managing their logistics.
- ★ **Guest Registration & Management:** Setting up a system for guest registration, tracking RSVPs, and managing ticketing (if applicable).
- ★ **Logistics & Scheduling:** Creating a detailed timeline of all event activities and ensuring smooth logistics.





# Impacto

## Event management

### Post-Event Services:

#### **Event Evaluation & Reporting:**

Analyzing event data, attendee feedback, and budget to measure success and identify areas for improvement.

**Vendor & Contractor Payments:** Finalizing payments to vendors and contractors involved in the event.

**Post-Event Communication:** Sending thank-you messages to attendees and sponsors, and potentially sharing event highlights.

### Event Day Management:

#### **On-Site Management & Coordination:**

Overseeing all aspects of the event on the day of execution, ensuring everything runs smoothly.

**Vendor Management:** Coordinating with vendors to ensure timely setup, breakdown, and service delivery.

**Registration & Guest Management:** Managing guest check-in, handling any last-minute changes, and ensuring their experience is seamless.

**Technical Support:** Troubleshooting any technical issues that may arise during the event.

**Risk Management:** Implementing safety protocols and contingency plans to address any potential issues.



# Event management

## Additional Services:

- ★ **Event Design & Décor:** Creating a visually appealing and impactful event environment.
- ★ **Audio/Visual Production:** Providing sound systems, lighting, screens, and other technical equipment.
- ★ **Catering & Beverage Services:** Managing all aspects of food and drink for the event.
- ★ **Entertainment Booking:** Securing entertainment options like bands, DJs, or performers.
- ★ **Social Media Management:** Creating a social media buzz around your event before, during, and after.
- ★ **Photography & Videography:** Capturing professional photos and videos of your event.









# Impacto

## Booth production

Encompasses the entire process of creating and setting up a visually appealing and functional exhibit for trade shows, conferences, or other marketing events. It involves various services to ensure your brand makes a lasting impression on potential customers. Here's a breakdown of the key aspects of booth production services:

### Design & Planning:

★ **Concept Development:** Working collaboratively with you to understand your brand, target audience, and event objectives to design a booth that resonates with your message.

★ **3D Renderings & Floor Plans:** Creating visual representations of your booth design, including layouts, furniture placement, and graphic elements, for your approval.

★ **Material Selection:** Choosing the most suitable materials for your booth structure, considering factors like durability, weight, and visual appeal.

★ **Compliance & Regulations:** Ensuring your booth design adheres to all venue regulations and safety guidelines.



# Impacto

## Booth production

### Production & Construction

**Fabrication & Assembly:** Construction of booth components based on the approved design, using materials like wood, metal, fabric, or modular systems.

**Custom Graphics & Signage:** Creating high-quality, eye-catching signage and graphics promoting your brand and messaging.

**Interactive Elements:** Incorporating interactive elements like touchscreens, product demos, or virtual reality experiences to engage attendees.

**Lighting & Audio/Visual (AV):** Installing lighting fixtures to highlight key areas and potentially setting up AV equipment for presentations or product demonstrations.

**Furniture & Display Cases:** Providing furniture, display cases, and promotional materials to showcase your products or services effectively.

### Logistics & Management

**Transportation & Shipping:** Arranging safe and efficient transportation of your booth components to and from the event venue.

**On-Site Installation & Dismantle:** Managing the setup and breakdown of your booth at the event, including coordination with venue staff.

**Inventory Management:** Ensuring all booth elements are accounted for and properly stored during the event.

**Electrical & Network Connections:** Securing necessary electrical and internet connections for your booth's functionality.



### Additional Services

**Rental Services:** Offering furniture, display cases, AV equipment, and other necessary items for a rental fee.

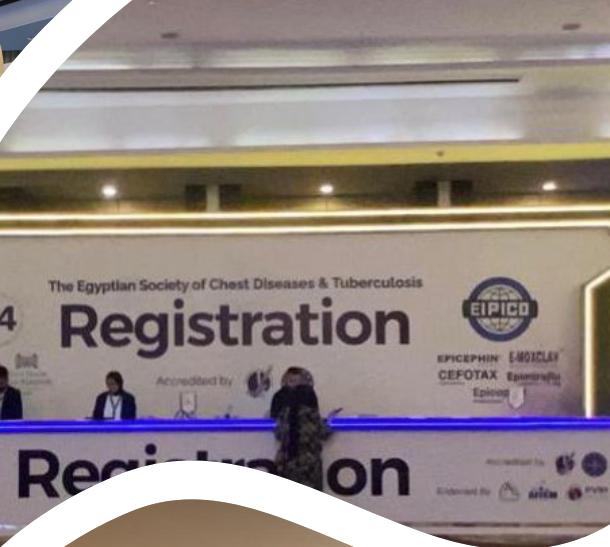
**Storage Solutions:** Providing secure storage options for your booth components between events.

**Staff Training:** Equipping your booth staff with product knowledge and presentation skills to effectively interact with potential customers.















# Impacto

## *Experience the Difference*

**We don't leave success to chance.** *We're dedicated to delivering exceptional event experiences with unwavering quality and reliability. Here's how we ensure your event shines:*

- ★ **Consistent Excellence:** Every event benefits from our meticulous planning, rigorous quality control measures, and commitment to exceeding expectations.
- ★ **Proven Track Record:** See for yourself Explore our portfolio of successful events and client testimonials that speak volumes about our reliable execution.
- ★ **Trusted Partner Network:** We collaborate with a network of pre-vetted, top-tier vendors and venue partners, ensuring seamless execution across all aspects of your event.
- ★ **Meticulous Planning & Contingency Plans:** We leave nothing to chance. Detailed planning, clear communication, and comprehensive contingency plans address any unforeseen circumstances, ensuring a smooth and successful event.
- ★ **Dedicated Team & Client Focus:** Our experienced event management and booth production team is dedicated to your success. We maintain open communication throughout the process, keeping you informed and addressing any concerns promptly.

***Choose Us and experience the difference of a reliable partner dedicated to making your event a resounding success.***





# Advertising & Brand Awareness Campaigns

## *Be Seen, Be Heard:* **Pharmaceutical Advertising Powerhouse**

In the competitive world of pharmaceuticals, making your voice heard requires captivating advertising that resonates with healthcare professionals and patients. At Impacto we've spent over 20 years crafting award-winning billboard and TV campaigns specifically tailored to the pharmaceutical industry. Here's how we can elevate your **brand**:

**Big-Screen Impact:** We create visually stunning television commercials that capture attention and leave a lasting impression. Our team of experienced scriptwriters, directors, and producers ensures your message is delivered with clarity and impact.



**Strategic Billboards:** We understand the power of a well-placed billboard. Our team develops eye-catching creative that leverages prime locations to maximize brand awareness and recognition. We consider factors like demographics and traffic patterns to ensure your message reaches the right audience at the right time.

**Pharmaceutical Expertise:** We're not just ad creators; we understand the nuances of the pharmaceutical industry. Our team works closely with you to develop compliant messaging that resonates with healthcare professionals and adheres to

strict regulations.

**Data-Driven Decisions:** We don't leave success to chance. Our team utilizes data and analytics to target your ad campaigns strategically, ensuring maximum reach and impact for your investment.

**Measurable Results:** We track key performance indicators (KPIs) specific to billboard and TV advertising to measure the success of your campaigns. This allows us to demonstrate the impact on brand awareness and adjust strategies for continuous improvement.

Partnering with Us means partnering with a team dedicated to crafting powerful billboard and TV campaigns that amplify your brand message, skyrocket brand awareness, and drive results within the pharmaceutical industry. We'll help you cut through the noise and establish a strong presence that resonates with your target audience.











If you are interested in our services please contact us

**Strategic Marketing & Brand Development.**

**Digital Marketing & Lead Generation.**

**Product Development & Software Development Support.**